Giving Well

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Models of Corporate Giving

- **CHARITY**: Do good for the community!
- **CSR**: Do good for my company & community!
- **CSV**: ROI for my company and community!
Charity Mindset

- Help people
- One-time fix
- Feel pity
- Short-term impact
- Power structure
“Charity is injurious unless it helps the recipient to become independent of it.”

— John D. Rockefeller
Businessman & Philanthropist (1839-1937)
Development Mindset

- Empower people
- Seek solutions
- Empathy
- Respect
- Long-term impact
# Charity vs. Development Goals

## Hunger

<table>
<thead>
<tr>
<th>CHARITY Goal</th>
<th>DEVELOPMENT Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feed all who are hungry</td>
<td>Zero hunger and ensured access to safe, nutritious and sufficient food year round</td>
</tr>
</tbody>
</table>

## Poverty

<table>
<thead>
<tr>
<th>CHARITY Goal</th>
<th>DEVELOPMENT Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide shelter for the homeless</td>
<td>Build the resilience of the poor, ensure access to basic services &amp; economic resources</td>
</tr>
<tr>
<td>Scholarships to low-income students</td>
<td></td>
</tr>
</tbody>
</table>

## Pollution

<table>
<thead>
<tr>
<th>CHARITY Goal</th>
<th>DEVELOPMENT Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pick up trash, reduce waste</td>
<td>Reduce the number of deaths &amp; illnesses from air, water and soil pollution</td>
</tr>
</tbody>
</table>
unstats.un.org/sdgs/
7 Steps to Giving Well
Giving Well

Step 1. Needs Assessment
Step 2. ID Stakeholders
Step 3. Consider Strategies
Step 4. Assess Company Resources
Step 5. Match Resources with Needs
Step 6. Evaluate
Step 7. Improve
Step 1: Needs Assessment

“What are the needs in our community?”

- Collect data to understand needs
  - Primary Data (e.g., key informant interviews, client interviews, surveys)
  - Secondary Data (e.g., organizational records, reports, census data)

- Analyze data to prioritize needs
  - Challenges (e.g., rising inequality, access to education, healthcare services, domestic violence, disaster relief, discrimination, etc.)
  - Disadvantaged Groups (low-income households, minorities, migrants, women, people with disabilities, street children, etc.)
Step 2: Identify Stakeholders

“Who is already working on this?”

- Mapping of key stakeholders
  - Government agencies
  - Nonprofit organizations
  - Beneficiary groups
  - Donor organizations

- Analyze stakeholder experience
  - ID best practices
  - Learn from past mistakes
  - ID potential partners
Step 3: Strategies

“What is being done?”
("What MORE can be done?")

- **ID Successful Strategies**
  - Impact (short-term vs. long-term)
  - Efficiency (inputs vs. outcomes)
  - Areas for improvement

- **Design Potential Strategies**
  - Impact (short-term vs. long-term)
  - Efficiency (inputs vs. outcomes)
  - Resources needed
Step 4: Assess Resources

“What resources can my company offer?”

- Human Resources (e.g., time, skillsets)
- Funding
- Products or Services
- Other (e.g., equipment, space, contacts...)


Step 5: Take Action

“What’s the plan?”

- Start with a clearly defined goal
- Agree upon the measurable objective(s) with your partner(s)
- Match available resources with needs
- Make a commitment (e.g., MOU, contract)
Step 6: Evaluation

“How did we do?”
“How could we do better?”

- **Outcomes evaluation**
  - Short-term vs. long-term impact
  - Intended vs. unintended results

- **Process evaluation**
  - Timeline
  - Efficiency
Step 7: Improve

“Apply lessons learned while raising awareness to accelerate progress!”

- Exchange experiences with stakeholders
  - Results
  - Best practices
  - Lessons learned

- Make necessary improvements to improve outcomes and continue...
Working with NPOs
Not-for-Profit Organization
(How an NPO is different from a company)

- **Purpose** – public benefit purpose
- **Ownership** – by the public
- **Control** – Centre Council (BOD)
- **Accountability** – to the public
Working with NPOs

5 Tips
Working with NPOs

Tip #1:
Agree on a common goal
Working with NPOs

Tip #2:
Set measurable objectives
(and track progress together)
Tip #3: Use your comparative advantages
Working with NPOs

Tip #5:
Communicate regularly
(Set expectations, in advance)
Working with NPOs

Tip #5:
Commit time and resources
(sufficient to build a relationship)
MEASURING WHAT MATTERS
# Measuring What Matters

## Outputs vs. Impacts

<table>
<thead>
<tr>
<th>OUTPUTS</th>
<th>IMPACTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activities</strong> (What we do)</td>
<td><strong>IMPACTS</strong></td>
</tr>
<tr>
<td># Workshops</td>
<td># event guests</td>
</tr>
<tr>
<td># Meetings</td>
<td># beneficiaries</td>
</tr>
<tr>
<td>Deliver services</td>
<td># trainers</td>
</tr>
<tr>
<td>Develop products or curriculum</td>
<td># agencies</td>
</tr>
<tr>
<td>Counseling sessions</td>
<td># decision-makers</td>
</tr>
<tr>
<td>Assess</td>
<td># media</td>
</tr>
<tr>
<td>Work with media</td>
<td># donors</td>
</tr>
<tr>
<td><strong>Participants</strong> (Who we reach)</td>
<td><strong>Short-Term</strong> (Increase Learning)</td>
</tr>
<tr>
<td></td>
<td><strong>Medium-Term</strong> (Desirable Actions)</td>
</tr>
<tr>
<td></td>
<td><strong>Long-Term</strong> (Improve Conditions)</td>
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<tr>
<td></td>
<td>Awareness</td>
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<tr>
<td></td>
<td>Knowledge</td>
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<td>Attitudes</td>
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<td>Skills</td>
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<td>Opinions</td>
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<td>Aspirations</td>
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<td>Motivations</td>
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Measuring What Matters (Beneficiaries)

**Outputs**
- 20 children received gifts from XYZ company
- XYZ company donated VND 20m to the orphanage
- 20 employees played games with 20 children.
- Etc...

**Impacts**
- 90% of children participating in the program became conversant in English after 6 months.
- 100% of children increased their self-confidence because of the company program.
- 100% of children in the program were provided a safe place to eat/play/study/sleep, year-round.
- Etc.
Measuring What Matters (Company)

**Outputs**
- 20 employees from 3 different departments participated
- 80 employee hours contributed
- 10,000 people “liked” the CSR post on Facebook
- 5 supplier partners joined the opening ceremony
- Etc...

**Impacts**
- 100% of employees reported that participation improved teamwork and cross-functional communication.
- Employee retention rates increased 10% year-on-year
- After 6 months of communication on FB, customer perception of the company improved by 5%.
- Employees report strengthened supplier relationship.
- Etc.
“To give away money is an easy matter and in any man's power. But to decide to whom to give it and how large and when, and for what purpose and how, is neither in every man's power nor an easy matter.”

Aristotle
Thank You!

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